

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
April 14, 2009
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Blvd., Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Craig Donahue, President, The Donahue Group
Carol Massie, Vice President, McDonald's Restaurants
Ryan Harter, Vice President, CIM Group
Duke Gallagher, Secretary/Treasurer, The Production Group
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Lillian Kuo, Broadreach Capital
Father Michael Mandala, Blessed Sacrament Church
Rouben Rapelian, Sunset Gower Studios
Fred Rosenthal, Ametron
Nick Spampinato, Hollywood Palladium

Absent

Brent Gaulke, Gerding Edlen
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Travis Serpa, Urban Outfitters
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance

Guests

Paul Makowski, L.A. City Clerk's Office
Miranda Paster, L.A. City Clerk's Office
Tom Griego, L.A. City Attorney's Office
Marc Gomes, Tamarind Ave. Neighborhood Association
Greg Snyder, Wise Guy Events

1. Call to Order

The meeting was called to order by Board President Craig Donahue at 4:08 p.m.

2. Public Comment

Greg Snyder, Wise Guy Events, introduced himself to the board and described his company. Wise Guy Events puts on interactive games, public or private, for individuals to interact with the community through the use of modern technology. Snyder mentioned that the company has done events in the Sunset and Vine area in the past and is looking to work with the BID and potentially some other businesses in the area to host another game in the area. The board asked that Snyder email a brochure for the games to the staff so they could redistribute to the board.

3. Approval of Board Minutes

It was moved by Carol Massie, seconded by Brian Folb and CARRIED to approve the minutes from the CHC's March 10, 2009 Board Meeting. Unanimously approved.

4. Treasurer's Report

A. Treasurer's Report: Duke Gallagher reviewed with the board the Financials through March 31, 2009. Gallagher informed the board that he is still waiting on a notice from the City Clerk's office as to when the public funds have arrived. Paul Makowski informed the board that the notice should be going out to the BIDs shortly, if they had not received one already.

It was moved by Ryan Harter, seconded by Carol Massie and CARRIED to approve the Treasurer's Report from March 31, 2009. Unanimously approved.

B. Review 2008 Financial Review of Sunset and Vine BID Financial Statements prepared by RBZ: Gallagher informed the board that over the past several months he has been working with RBZ and providing them with financial documentation from 2008 in order for them to put together the 2008 Financial Review. The report is due to the city on May 1, 2009 and needs a formal approval from the board before it can be sent.

It was moved by Richard Falzone, seconded by Fred Rosenthal and CARRIED to approve the 2008 Financial Review of Sunset and Vine BID Financial Statements as prepared by RBZ. Unanimously approved.

5. Guest Presentation

A. Overview of Brown Act Public Meeting Requirements: Tom Griego from the L.A. City Attorneys Office gave a presentation to the board on the Brown Act and the required guidelines nonprofit boards that manage BIDs must follow when holding a public meeting. Griego also reviewed the Public Records Act which BID boards are subject to as well. Griego informed the board that BIDs are required to keep three years worth of records available after their disestablishment. The presentation will be emailed to the HPOA staff to redistribute to the board.

6. Committee and Program Reports

A. Marketing Committee

1. Demographic Research Initiative/Branding Efforts: Katie Zandona informed the board that there was some interest to initiate a Hollywood branding campaign. However, before a campaign could be launched, the HPOA, in partnership with the Chamber, is looking into conducting a demographic research survey for the Hollywood area. Under the direction of Craig Donahue and Chris Bonbright (chair for Hollywood BID), the staff, with the help of the Chamber, will be taking steps to formulate a Steering Committee and create a request for proposal to send to potential research firms. It is anticipated that in addition to the two BIDs, a number of organizations could help fund the survey, including the Chamber and major organizations such as AMPAS, Millennium Partners, Nederlander, the CRA and others.

2. Hollywood Visitor's Guide and Map 2009-2010: Visitor's guide sales will be starting in just a few weeks, and in preparation for sales, Zandona will be meeting with WHERE publisher Jeff Levy this week to discuss decreasing the cost for participants to be on the map by \$100/option. Zandona distributed a copy of last year's map to the board and asked that any feedback on the map be emailed to her. The new map should be completed by September 1, 2009.

3. "Hail a Taxi" Signs: The staff is currently working with the Hollywood Chamber and Council District 13 to produce signs for the Hail a Taxi program to be placed throughout Hollywood to help create more awareness in the area that individuals are allowed to "Hail a Taxi." Both the Hollywood Entertainment District and Sunset and Vine BID are being asked to contribute \$1,200 toward the production costs.

It was moved by Carol Massie, seconded by Brian Folb and CARRIED to approve the contribution of \$1,200 from the Sunset and Vine BID to be used for the production of Hail A Taxi awareness signs. Unanimously approved.

4. Hollywood as a Campus Initiative: Zandona briefly informed the board that the staff is working with the Chamber on a questionnaire for the schools who attended last month's meeting to fill out. The questionnaire will help give the staff a better organize each school's information and various programs offered to students.

B. Streetscape Committee

1. April 18, 2009 Community Open House for Sunset Boulevard Urban Design Plan: Sarah MacPherson encouraged board members to attend one of the two upcoming Community Open Houses for the Sunset Boulevard Urban Design Plan. The events will be hosted by the CRA. The April 18, 2009 open house will be held at 6671 Sunset Blvd., Suite 1571, Los Angeles, CA. 90028 from 10 a.m. to 12 p.m., all are welcome to attend.

2. Consideration of Request from HPSA for Assistance with Preparations for May 7, 2009 Hollywood Station Inspection: Brian Folb reminded the board that at last month's meeting the board had discussed the possibility of making a contribution to the Hollywood Police Support Association (HPSA) to assist with costs associated with preparing the station for its May 7, 2009 inspection by Police Chief Bratton. The HPSA has set a budget and has secured some contributions from the community, but is still \$5,000 shy of its goal. A discussion ensued as to whether or not the board could make a monetary contribution since the station falls just outside of the Sunset and Vine BID boundary. It was determined that a contribution could be made if taken from interest income, since it would not be coming from assessment payers funds.

It was moved by Duke Gallagher, seconded by Carol Massie and CARRIED to contribute \$2,500 from the BID's interest income to the HPSA to assist in the clean up of the Hollywood Community Police station. Unanimously approved.

3. Update on Trash Compactor Research Conducted by BID Intern: Recently the BID retained the internship services of a Coro Fellow who conducted a trash benefit analysis to show the cost effectiveness of a trash compactor compared to dumpsters. MacPherson informed the board that the results from the analysis will be presented at the HPOA Board Meeting on April 16, 2009 and can be brought to the CHC's next board meeting.

C. Security Committee

1. Report from 4-9-2009 Security Committee Meeting: Nick Spampanato briefed the board on the Committee's last meeting. The committee discussed some of the recent issues with the nightclubs in the Hollywood area, and had Captain Miller from LAPD comment on their enforcement efforts in the BIDs. Spampanato also reported that the Hollywood committee has decided to move back their security presence from 12 a.m. to only 10 p.m., as the crowds and traffic diminished the effectiveness of the officers as the night wore on. The City Attorney's office is also looking working on a plan to deal with sidewalk issues in front of Hollywood and Highland, and to ensure that tour companies are providing patrons with accurate information on Hollywood. Spampanato let the board know that there was also a brief discussion regarding the request by the HPSA to increase the nightclub hours until 4 a.m., Morrison informed the board that the issue will be placed on the next security committee agenda.

2. LA Film School Presentation: Joe Mariani briefed the board on a meeting he recently attended with Steve Seyler and Patrick Olmstead, Facilities Manager for the Los Angeles Film School. Olmstead had asked that Seyler and Mariani come and speak with the schools admissions staff to inform them as to what the BID is and how it could benefit the school and their potential students. Seyler and Mariani conducted a brief presentation with the staff, and were able to provide them with some useful resources, including the Sunset and

Vine BID website, for the staff to use in their outreach efforts to potential students.

3. Homeless Interviews: Duke Gallagher described for the board his experience on March 18, 2009 as he participated in LAHSA's homeless interviews. Gallagher said that the experience was very educational. MacPherson informed the board that LAHSA had applauded Hollywood for being the most organized area, and for obtaining the most volunteers.

7. New Business

A. Request for Participation in Effort to Extend Metro Red Line Service Hours over Holidays in 2009-2010: Katie Zandona reported that in the past the BID had been asked to participate in meetings to fund a program to raise funds for the Red Line Service to be extended on Thursday and Friday nights during the 2008 Holiday season. At the time the BID decided to not take part in the effort and private funding was secured for the program. This year the BID is being asked again to support the effort. The board expressed that at this point in time they did not feel it was the best use of staff time to take part in this effort. No motion was made.

B. Review CPI for 2008 and Impact upon Proposed Assessment Roll for the Coming Year: Sarah MacPherson recommended to the board that there be no increase to the BIDs 2009-2010 assessments as the CPI increase this year was at -0.5875%. The BID's MDP only allows for an increase of 0-3%. Since CPI was below zero assessments should not be raised, but remain at the current rate.

It was moved by Duke Gallagher, seconded by Ryan Harter and CARRIED to approve the recommendation to keep the BIDs assessments at the current rate for 2009-2010 year. Unanimously approved.

C. Discuion re/Mechanism to Formally Recognize Achievements or Contributions by Sunset and Vine BID Stakeholders: Craig Donahue explained to the board his idea to create a potential subcommittee to further explore the idea of having BID awards that could be given to new developments with the BID. Donahue said the sub-committee would be formed if the board was in support of the idea. Due to a lack of time the idea was tabled for a later meeting.

D. American Cancer Society Relay Race: Marc Gomes distributed information to the board about this year's Relay for Life to benefit the American Cancer Society. The event will be held this year for the first time in Hollywood at Helen Bernstein High School (just inside the Sunset and Vine BID Boundaries). The event is looking for 24 teams that will take part in the event and fundraise a total of \$75,000. The relay, which goes for 24 hours, will take place on August 22, 2009. Board members interested in taking part in the event were encouraged to turn in an application.

8. Old Business

A. Report from Ad-hoc Bylaws Review Subcommittee: Ryan Harter reported that the committee had just met prior to the board's meeting and discussed some of the potential changes to the bylaws as recommended by Jeff Briggs. The board will be given a copy of the draft bylaws before their next meeting so they can be reviewed before a formal vote is taken to accept the proposed changes.

B. Report from Nominating Committee: Fr. Mandala informed the board that the committee is still looking at potential names to fill the vacant seat left by Shake Bakalyan. The committee has also added Leron Gubler, Hollywood Chamber of Commerce, as a member to help with their effort.

9. Report from Kerry Morrison

A. Preparations for Annual Meeting: The date for the Board's Annual Meeting has been set for Thursday, May 28, 2009 from 8:30 a.m. to 10:30 a.m. The location is still TBD.

B. Board Tour of Hudson Capital Studio Properties: Kerry Morrison informed the board that she has arranged through Rouben Rapelian for the board to tour of Sunset Gower and Sunset Bronson Studios. Rapelian described what the members would be seeing during the tour and invited all to attend. The tour will take place on Friday, May 8, 2009 from 9:45 a.m. to 12 p.m.

C. General Update: Miranda Paster thanked the board for allowing Kerry Morrison to take place in the City Clerk's Best Practices for BID workshop last month, Morrison did an excellent job. Sarah MacPherson asked that board members interested in sitting at a BID table at the Charlie Awards this Sunday, April 19, 2009 please contact her so she can add their names to the list. MacPherson also reminded the board to check NavigateHollywood.com for information on a street closure related to the repaving of Sunset Boulevard, which will be taking place on Friday, April 17, 2009 at 9 a.m. lasting until Saturday, April 18, 2009 at 12 p.m.

8. Next Meeting

The next meeting was scheduled for Tuesday, May 12, 2009 at 4 p.m. at the Los Angeles Film School (6353 Sunset Blvd., Los Angeles, CA. 90028).

9. Adjournment

There being no further business the meeting was adjourned by board president Craig Donahue at 6:17 p.m.